

Next Generation Manufactured Housing: *The Danville Partnership*



Virginia Housing Commission
December 4, 2019



VHDA Strategies

- Support research and the promotion of innovation
- Increase local government awareness to advance policy discussions
- Improve existing mobile home communities through pilot projects
- *Connect with the manufactured and modular housing industry*
- *Expand manufactured housing homeownership opportunities*

Connecting with the Industry: VAMMHA



- Membership in the Virginia Manufactured and Modular Housing Association
- Sponsorship of/and participation at the VAMMHA conferences
- Added VMMHA and two representatives to the Rural Housing Advisory Council
- VAMMHA participation in 2019 GHC
 - Display unit
 - Opening Plenary speaker and conference sessions

Connecting with the Industry: Next Step

- Introduction to Next Step through VAMMHA
- Next Step Network seeks to make factory-built homes a practical, sustainable solution for homeownership
- Dedicated to building relationships between the factory-built housing industry, housing developers, affordable housing advocates, lenders and other key stakeholders

Our mission is to put sustainable homeownership within reach of everyone, while transforming the manufactured housing industry through consumer education, affordability and energy-efficiency



Connecting with the Industry:

Next Step

- Next Step and Freddie Mac Foundation looking for pilot project to expand NextGen manufactured housing
- La Grange, TX; San Bernadino, CA; Tampa, FL; New Orleans, LA; and more
- Pitched roof, garage, porch, Energy-Star rated, drywall throughout, enhanced cabinets, and designed to fit character of neighborhood
- Can be appraised and financed similarly to traditional site-built housing



Danville Partnership

- VHDA convened exploratory meeting with City of Danville representatives
- Looking for:
 - Previous track record of successful partnership
 - Strong local government leadership
 - Ability to fill an expressed housing gap
 - Local partners (RHA, CDC)
 - Suitable site

Danville Partnership

- Partner with City of Danville / Danville RHA
- Infill housing near high demand market area
- City working to create overlay district to accommodate zoning requirements
- 5-6 units; land already developed and will be donated
- \$125,000-\$140,000 sales price projected

Danville Partnership

- Manufactured housing not allowed in the City due to current zoning restrictions
- Educate neighbors and the community
- Work with City staff to engage Planning Commission
- *Neo-Traditional Residential District* approved by Commission and Planning Council

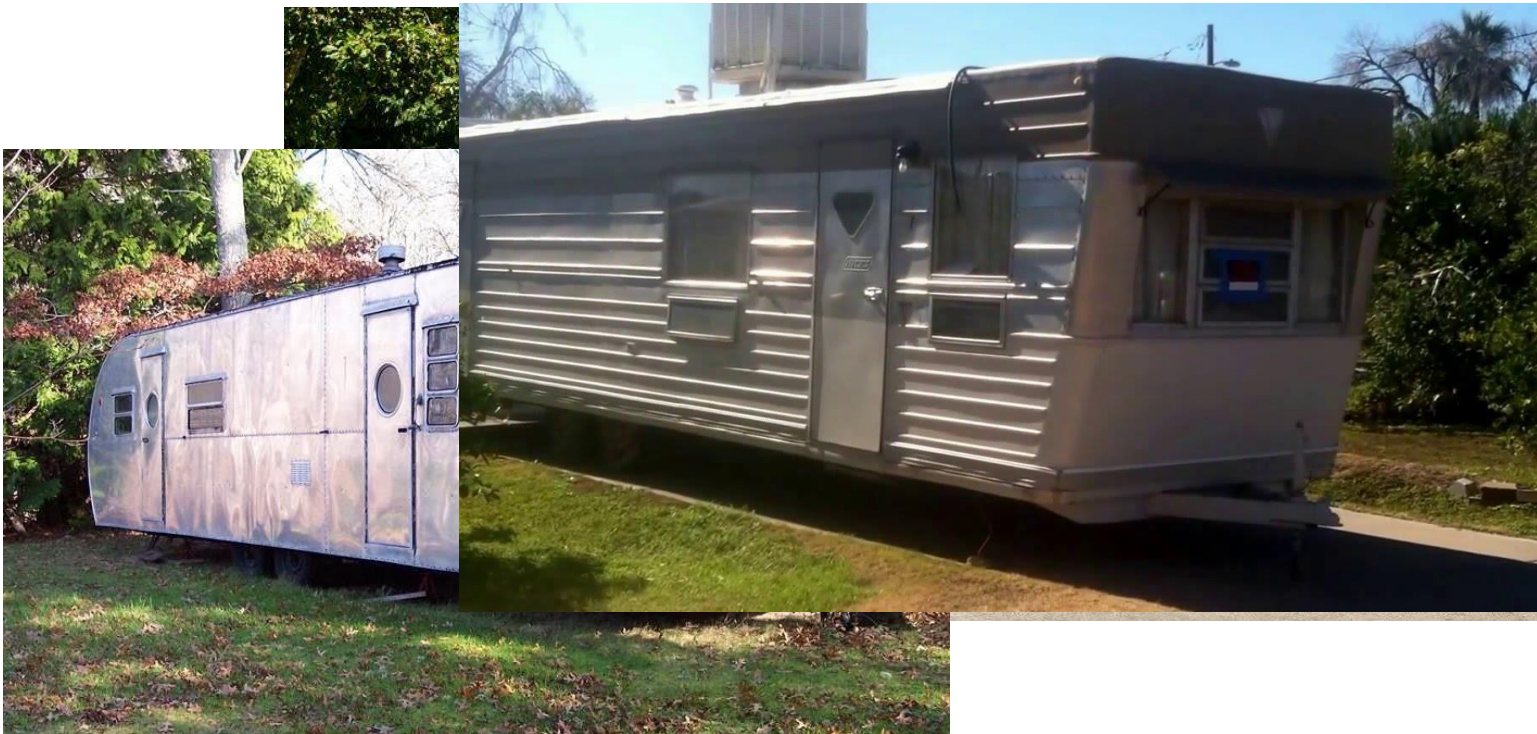
History Lesson



History Lesson



History Lesson



1976



2019



1976



2019



1976



2019



1976



2019



Danville Partnership

- First home order placed
- RHA and their Center for Housing Education will help identify homebuyers
- Assist with style of home to be selected



Looking Forward

- Replication of the model in other Virginia communities
- An approach to help expand the inventory for first-time homeownership
- An in-fill housing tool to support neighborhood revitalization

Thank You

Mike Hawkins

Managing Director, Community Outreach

Mike.Hawkins@VHDA.com

Chris Thompson

Director of Strategic Housing

Chris.Thompson@VHDA.com